

YouGov / QualitySolicitors Survey Results

Sample Size: 2021

Fieldwork: 24th - 26th November

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2021	930	1091	203	337	313	327	841	1150	871	486	333	182	262	453	117	188
All GB Adults	2021	970	1051	243	362	341	368	707	1111	910	497	331	195	259	463	101	176

Which ONE of the following would be MORE likely to persuade you to use a particular law firm?

It had a quality mark awarded by the public (i.e. based upon a law firm having received consistently positive feedback from other members of the public)	66%	64%	67%	66%	61%	62%	69%	68%	68%	63%	64%	62%	74%	60%	70%	65%	65%
It had a quality mark awarded by lawyers (i.e. based upon fulfilling certain standards set by other lawyers)	12%	13%	11%	14%	18%	12%	9%	10%	12%	11%	10%	14%	12%	15%	11%	10%	13%
Don't know	22%	23%	22%	20%	21%	26%	22%	22%	20%	25%	26%	24%	14%	26%	19%	25%	22%

Below is the QualitySolicitors.com quality mark:

It is only awarded to law firms who receive over 95% positive feedback from members of the public who use that particular firm. Those who fail to receive this have their quality mark removed.

All else being equal, do you think you would be more likely use a law firm with the QualitySolicitors.com quality mark in preference to a firm without it?

Yes, I would	77%	76%	78%	72%	74%	76%	77%	81%	81%	72%	77%	75%	89%	68%	78%	74%	77%
No, I wouldn't	6%	7%	5%	8%	5%	7%	6%	5%	6%	6%	6%	8%	3%	8%	5%	5%	7%
Don't know	17%	17%	18%	20%	21%	18%	17%	14%	13%	22%	17%	17%	8%	24%	17%	21%	16%

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Total	Working Status						Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base 2021	1022	281	111	367	63	177	1004	257	198	58	467	37
All GB Adults 2021	1065	271	118	315	70	182	952	258	199	50	528	35

Which ONE of the following would be MORE likely to persuade you to use a particular law firm?

It had a quality mark awarded by the public (i.e. based upon a law firm having received consistently positive feedback from other members of the public)	66%	67%	69%	64%	66%	49%	65%	67%	66%	72%	60%	62%	75%
It had a quality mark awarded by lawyers (i.e. based upon fulfilling certain standards set by other lawyers)	12%	13%	9%	13%	12%	13%	10%	11%	14%	8%	13%	14%	10%
Don't know	22%	21%	22%	23%	23%	39%	25%	22%	20%	21%	27%	24%	16%

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All else being equal, do you think you would be more likely use a law firm with the QualitySolicitors.com quality mark in preference to a firm without it?

Yes, I would	77%	77%	77%	70%	83%	68%	73%	80%	76%	78%	81%	71%	92%
No, I wouldn't	6%	7%	6%	6%	5%	8%	4%	6%	4%	5%	9%	8%	2%
Don't know	17%	16%	18%	24%	12%	24%	23%	15%	20%	17%	10%	21%	6%

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Lexcel is the Law Society's practice management standard. It is a scheme for any type of practice to certify that certain standards have been met following independent assessment.

QualitySolicitors.com (as explained previously) is a quality mark based upon a firm consistently receiving at least 95% positive feedback from members of the public using that firm.

Would you consider the QualitySolicitors.com quality mark or the Lexcel Standard to be more valuable to you in deciding whether to use a law firm?

QualitySolicitors	39%	39%	38%	34%	37%	40%	41%	38%	40%	37%	39%	34%	42%	37%	41%	39%	38%
Lexcel Standard	22%	25%	20%	28%	25%	23%	16%	21%	25%	19%	20%	20%	22%	26%	23%	21%	25%
Don't know	39%	36%	42%	38%	38%	36%	43%	40%	35%	45%	41%	47%	36%	37%	36%	40%	38%

All figures, unless otherwise stated, are from YouGov Plc.

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QualitySolicitors	39%	41%	40%	34%	34%	25%	41%	40%	38%	37%	55%	35%	40%
Lexcel Standard	22%	23%	24%	28%	22%	24%	12%	20%	22%	22%	12%	27%	24%
Don't know	39%	37%	36%	38%	45%	51%	47%	40%	41%	41%	33%	38%	36%

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